POP GUIDE

Placement starting 1/8/07

Includes:

- Wario Ware Smooth Moves
- Diddy Kong Racing
- Final Fantasy VI
- Hotel Dusk Room 215
- DS Interactive Update: Kirby Squeak Squad

POP GUIDE BY ACCOUNT

Best Buy

Items Included in DS Interactive Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04WR

Circuit City

Items Included in DS Interactive Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04C, replace 62323 Elite Beat Agents
62440 Graphic, DS Floor/Counter KirbySque	(N) -	NTRM04C, replace 62058 Elite Beat Agents

Items Sent Direct to Store:

63010 Disp, Cart Prepack Ddy K Racing DS*	(D) -	Top 300 stores only Sent to arrive by 2/1

Fred Meyer

Items Included in Retailer Kit:

63008 Dangler, Tbar Ddy K Racing DS	(N)	
62645 Dangler, Tbar Wario Ware SM WII	(N)	

Items Sent Direct to Store:

62648 Box, Disp Med Wario Ware SM WII	(D)	

Fry's

Items Included in Retailer Kit:

63008 Dangler, Tbar Ddy K Racing DS	(N)	
62645 Dangler, Tbar Wario Ware SM WII	(N)	

Items Included in DS Interactive Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04C, replace 62323 Elite Beat Agents
62440 Graphic, DS Floor/Counter KirbySque	(N) -	NTRM04C, replace 62058 Elite Beat Agents

Items Sent Direct to Store:

63010 Standee, Ddy K Racing DS*	(D) -	Sent to arrive by 1/15
62648 Box, Disp Med Wario Ware SM WII	(D)	

Game Crazy

Items NOT Included in Retailer Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04NL, replace 62323 Elite Beat Agents
62493 Graphic Panel, DS Inline Rt KirbySq	(N) -	NTRM04NL – replace 62139, Elite Beat Agents

Items Included in DS Interactive Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04C, replace 62323 Elite Beat Agents
62440 Graphic, DS Floor/Counter KirbySque	(N) -	NTRM04C, replace 62058 Elite Beat Agents

* - Indicates that you must scan the barcode on this item.

Game Crazy (Continued)

Items Sent Direct to Store:

63010 Standee, Ddy K Racing DS*	(D) -	Sent to arrive by 1/15
62648 Box, Disp Med Wario Ware SM WII	(D)	
63011 Graphic, NR Twr Ddy K Racing DS	(D) -	Replace 61987, Magical Star Sign SEE PLACEMENT GUIDE
62651 Graphic, NR Twr Wario Ware SM WII	(D) -	Replace 61496, Baten Kaitos SEE PLACEMENT GUIDE
62752 Graphic, NR Twr FFVI	(D) -	Replace 61984, Final Fantasty V SEE PLACEMENT GUIDE

Game Rush (Blockbuster)

NO POP SENT

GameStop

Includes Babbages, Funco, Software Etc., EB Games, EB World

Items Included in Retailer Kit:

63008 Dangler, Tbar Ddy K Racing DS	(N)	
62645 Dangler, Tbar Wario Ware SM WII	(N)	

Items Included in DS Interactive Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04DF, replace 62323 Elite Beat Agents
62440 Graphic, DS Floor/Counter KirbySque	(N) -	NTRM04DF, replace 62058 Elite Beat Agents

Items Sent Direct to Store:

62957 Box, Disp Gpk Hotel Dusk	(D6x)	
63010 Standee, Ddy K Racing DS*	(D) -	Sent to arrive by 1/15
63014 Box, Disp Gpk Ddy K Racing DS	(D6x)	
62649 Box, Disp Gpk Wario Ware SM WII	(D6x)	
62753 Box, Disp Gpk FFVI	(D6x)	
62648 Box, Disp Med Wario Ware SM WII	(D)	
63089 Counter Card, Final Fantasy VI AGB	(D)	

Kay Bee

NO POP SENT

K- Mart

Items Included in Retailer Kit:

63013 Static Cling, Ddy K Racing DS	(N) -	Place DS glass case

Items NOT Included in Retailer Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04NL, replace 6232? Elite Beat Agents
62493 Graphic Panel, DS Inline Rt KirbySq	(N) -	NTRM04NL – replace 62139, Elite Beat Agents

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* - Indicates that you must scan the barcode on this item.

Meijer

Items Included in Retailer Kit:

63008 Dangler, Tbar Ddy K Racing DS	(N)	
63013 Static Cling, Ddy K Racing DS	(N)	

Items NOT Included in Retailer Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04NL, replace 62323 Elite Beat Agents
62493 Graphic Panel, DS Inline Rt KirbySq	(N) -	NTRM04NL – replace 62139, Elite Beat Agents

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Nebraska Furniture Mart

Items NOT Included in Retailer Kit:

62956 Poster, Hotel Dusk 22x28	(N2x)	
63035 Poster, Ddy K Racing DS 22x28	(N2x)	
62970 Poster, Wario Ware SM WII 22x28	(N2x)	
62751 Poster, FFVI 22x28	(N2x)	

Items Included in DS Interactive Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04DF, replace 62323 Elite Beat Agents
62440 Graphic, DS Floor/Counter KirbySque	(N) -	NTRM04DF, replace 62058 Elite Beat Agents

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Sears

Items NOT Included in Retailer Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04NL, replace 62323 Elite Beat Agents
62493 Graphic Panel, DS Inline Rt KirbySq	(N) -	NTRM04NL – replace 62139, Elite Beat Agents

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ShopKo

Items NOT Included in Retailer Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04NL, replace 62323 Elite Beat Agents
62493 Graphic Panel, DS Inline Rt KirbySq	(N) -	NTRM04NL – replace 62139, Elite Beat Agents

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Target

Items Included in Retailer Kit:

63013 Static Cling, Ddy K Racing DS	(N)	

Items NOT Included in Retailer Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04NL, replace 62323 Elite Beat Agents
62493 Graphic Panel, DS Inline Rt KirbySq	(N) -	NTRM04NL – replace 62139, Elite Beat Agents

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* - Indicates that you must scan the barcode on this item.

Toys "R" Us

Items Included in Retailer Kit:

63009 Dangler, Blade Ddy K Racing DS	(N)	
63013 Static Cling, Ddy K Racing DS	(N) -	RZones
62646 Dangler, Blade Wario Ware SM	(N)	

Items NOT Included in Retailer Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04NL, replace 62323 Elite Beat Agents
62493 Graphic Panel, DS Inline Rt KirbySq	(N) -	NTRM04NL – replace 62139, Elite Beat Agents
63012 Graphic, TRU 4Way Ddy K Racing DS	(N) -	RZones, Replace 60633, DS Lite

Items Sent Direct to Store:

63010 Disp, Cart Prepack Ddy K Racing DS*	(D) -	RZones

Rzone Overhead Signage: Month of December 2006

The following signage should be in the overhead sign holders in the Rzone. If this signage is not up, please ask the store associate to visit the Promotional Arts website and order them.

1.) Wii Hardware
2.) Wii Lifestyle
3.) Kirby Squeak Squad (DS)

If you need to order the logo bars that go underneath the signs please use the PN's below:

*XXXX	Wii Graphic to come
57849	Graphic, TRU Overhead Logo Bar AGB
57850	Graphic, TRU Overhead Logo Bar GCN
57848	Graphic, TRU Overhead Logo Bar NTR

Transworld

(Include Coconuts, FYE, Record Town, and Saturday Matinee)

Items Included in Retailer Kit:

63008 Dangler, Tbar Ddy K Racing DS	(N)
62645 Dangler, Tbar Wario Ware SM WII	(N)

Virgin

NO POP SENT

Wal-Mart

Items NOT Included in Retailer Kit:

62484 Demo, Gpk NTR Kirby Sqk- PT	(N) -	NTRM04NL, replace 62323 Elite Beat Agents
62493 Graphic Panel, DS Inline Rt KirbySq	(N) -	NTRM04NL – replace 62139, Elite Beat Agents

* - Indicates that you must scan the barcode on this item.

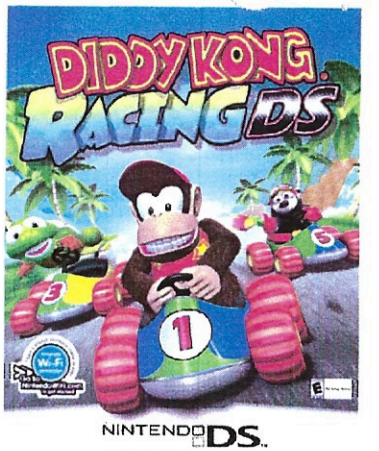
SELL SHEETS

Didd ong Racing DS

Dangler, Tbar Ddy K Racing DS
63008
NMI: Fred Meyer
Fry's
GameStop
Meijer
ShopKo
Transworld

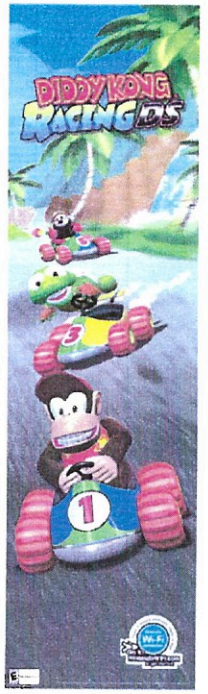
Dangler, Blade Ddy K Racing DS
63009
NMI: TRU (all)

Static Cling, Ddy K Racing DS
63013
NMI: KMart - Place on DS glass case
Meijer
Target
TRU RZone



Poster, Ddy K Racing DS 22x28
63035
NMI: Nebraska Furn. Mart (2x)

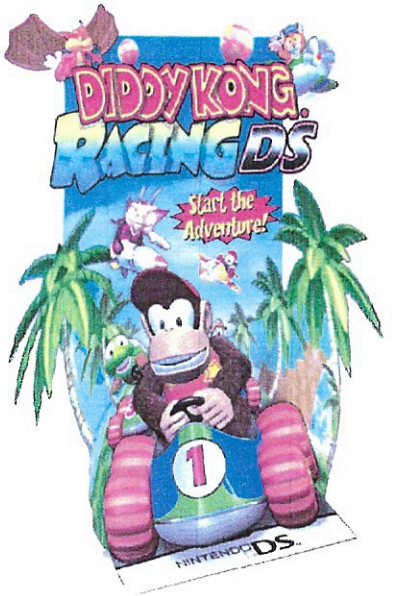
Graphic, NR Twr Ddy K Racing DS
63011
DTS: GameCrazy - Replace 61987, Magical StarSign
SEE PLACEMENT GUIDE



Graphic, TRU 4Way Ddy K Racing DS
63012
NMI: TRU RZone - Replace 60633, DS Lite

Box, Disp Gpk Ddy K Racing DS
63014
DTS: GameStop (6x)

Disp, Cart Prepack Ddy K Racing DS
63036
DTS: Circuit City - Top 300
TRU Rzones



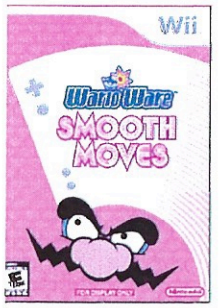
Standee, Ddy K Racing DS
63010
DTS: GameCrazy
GameStop
Fred Meyer
Fry's

Wario Ware Smooth Moves

Poster, Wario Ware SM WII 22x28
62970
NMI: Nebraska Furn Mart (2x)

Graphic, NR TWR Wario Ware SM Wii
62651
DTS: GameCrazy - replace
Baten Kaitos 61496
SEE PLACEMENT GUIDE

Box, Disp Med Wario Ware SM WII
62648
DTS: GameStop
GameCrazy
Fred Meyer
Fry's



Box, Disp GPK Wario Ware SM WII
62649
DTS: GameStop (6X)

Dangler, Blade Wario Ware SM WII
62646
NMI: TRU

TBar Dangler
62645
NMI: GameStop
Fred Meyer
Fry's
Transworld

Final Fantasy VI

Poster, FFVI 22x28
62751
NMI: Nebraska Furn Mart (2x)

Box, Disp Gpk FFVI
62753
DTS: GameStop (6x)

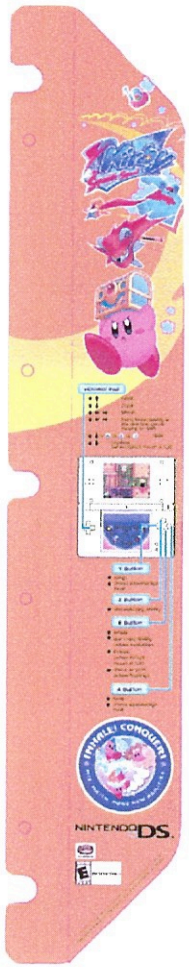
Graphic, NR TWR FFVI
62752
DTS: GameCrazy - replace Final Fantasy V 61984
SEE PLACEMENT GUIDE

Counter Card, Final Fantasy VI AGB
63089
DTS: GameStop

DS Interactive Update: Kirby Squeak Squad

Demo, Gpk NTR Kirby Sqk-PT
62484
NMI: NTRM04WR, NTRM04C, NTRM04DF, NTRM04NL
Replace 62323, Elite Beat Agents

Graphic, DS Floor/Counter KirbySque
62440
NMI: NTRM04C & NTRM04DF
replace 62058, Elite Beat Agents



Graphic Panel, DS Inline Rt KirbySq
62493
NMI: NTRM04NL - replace 62139,
Elite Beat Agents

INSTRUCTIONS SHEETS/ PLACEMENT GUIDES

Game Crazy New Release Tower Placement Guide

Graphic,Update, Shipping 1/2

Sides 1 & 2

#1 - DS Download V4

#2 - Pokemon Ranger

#3 - Wii

#4 - Elite Beat Agents

5 - DS Colors

#6 - Diddy Kong Racing DS

#8 - Nintendogs Dalmatian

Sides 3 & 4

9 - Brain Age

#10- Excite Truck

#11 - Zelda Twilight Princess- GCN

#12 - Yoshi's Island DS

#13 - Wario Ware Smooth Moves

#14 - Final Fantasy VI

#15 - Kirby Squeak Squad

#16 - Children of Mana